

Nissan Case Study

Verticals: Auto

Objective: Increase overall awareness and consideration for Nissan SUVs. Focus on positioning Nissan as the ideal family vehicle by aligning with the passion points of the target audience.

Solution: Acast presented Nissan with an exclusive opportunity to collaborate with trusted and respected podcasters to re-energize the second season of Roundabout. Through these endorsements Nissan will foster a deeper connection and greater engagement with the audiences. In conjunction with shorter formats will expand reach and exposure, boosting brand awareness and consideration.

Additionally, Acast funded a brand lift study to measure the campaign's effectiveness.

Results:



6.2M
Overall Impressions

+9.7%
Online ad awareness



84K
Season 2 Listens

+9.1%
In brand consideration

80%
of listeners found that Nissan fits their needs better than other brands